The 1st Annual Collegiate Broadcasters Conference is being sponsored by the Radio and Television Executives Society for undergraduates working on the staffs of college stations at more than 250 colleges and universities in the country. These stations are operated with the sanction of the FCC and range from wired systems up to low-powered AM or FM transmission.

Goals of the Conference:

- **To broaden the base of knowledge among undergraduate broadcasters at both the collegiate and professional levels through the exchange of ideas, the discussion of common problems and possible solutions.**
- **To stimulate and encourage campus broadcasting activities through seminars and personal meetings with leaders in the industry.**
- **To expose undergraduate broadcasters to the many fine career opportunities available in broadcasting and related industries.**
- **To develop a potential pool of talent from the collegiate level for the broadcasting industry.**

## WHAT IS RTES?

The Radio and Television Executives Society is a non-profit membership corporation chartered by New York State, made up of persons in the broadcasting business and allied fields — advertising, publishing, program and film production — dedicated to serve the industry and its people by providing an assembly for their communication, a lasting fraternity embodying their common interests and welfare; a forum for the interchange of ideas, a medium for the continued development of radio and TV channels of mass communications and the opportunity to help collectively to enhance the cultural, spiritual and material enjoyment of American life through wholesome encouragement and appropriate recognition of the creative arts and talents.

RADIO AND TELEVISION EXECUTIVES SOCIETY INC.

# 1st ANNUAL COLLEGIATE BROADCASTERS CONFERENCE 1962

# BROADCASTING LAB '62

**Thursday, March 29, 1962**
**Friday, March 30, 1962**

**Pre-Requisite:** A major interest in how to do a better job for your college station.

## 1. CRAM COURSE IN STATION PROGRAMMING

**Time:** Thursday morning

**Subject:** The basics on **how** it's done for middle-of-the-road, symphonic, formula, FM, good music, talk, educational and network.

**Lecturers:** Program Directors from the representative stations.

## 2. FIELD TRIP FOR ADVANCED STANDING

**Time:** Thursday afternoon

**Subject:** How do the New York Radio and TV stations operate? You'll go behind the scenes — control, production, rehearsals, et al at the famous (and infamous, too) studios. This is the time to snoop and ask questions. No tape recorders, please.

## 3. BULLSESSION — RADIO WORKSHOP

**Time:** Friday morning

**Subject:** What's going on at college radio stations throughout the nation; a briefing on how **you** can do it better and blaze your own top-rated frontier.

**Lecturers:** College Radio Station Personnel

## 4. BROADCASTING CAREER BOARD

**Time:** Friday afternoon

**Subject:** "How To Succeed In Broadcasting and Advertising By Really Trying." The practical lowdown. No jobs will be offered. You'll learn the best ways to get what you want, with the vital do's and don'ts emphasized.

**Lecturers:** Some of the men who do the hiring.